**Title** : Kennedy Web Site Update for Water Issues

**Instructions** : Use this rubric to self-assess the writing on your Web site. Your assessment will be matched to the teacher's assessment. If they match you will earn full credit.

|  | **4** | **3** | **2** | **1** | **My Score** |
| --- | --- | --- | --- | --- | --- |
| Content | My Web site covers the topic thoroughly and deeply, presenting various perspectives. | My Web site covers the topic adequately, presenting more than one perspective. | My Web site covers some parts of the topic adequately, but it covers others superficially. | My Web site covers the topic superficially. |  |
| Sources | My Web site’s content includes adequate information that is well-supported by credible sources. | My Web site’s content includes sufficient information that is supported by reliable sources. | My Web site’s content includes a great deal of unsupported personal opinion. OR Some of my Web site’s content is supported with sources that are not credible. | My Web site’s content consists almost completely of unsubstantiated personal opinion. OR Almost all of my Web site’s content is supported with sources that are not credible. |  |
| Citations | I clearly identify my sources of information, and I verify their credibility and reliability. | I correctly identify my sources. | My sources are occasionally missing or identified incorrectly or incompletely. | My sources are not identified, or they are identified incorrectly or incompletely. |  |
| Page Organization: Text Features | Frequent headings and subheadings divide the content of my site logically into manageable chunks.   The relationships among different categories and information are clearly indicated through the use of bullets, indenting, and other visual features. | My site is divided into meaningful chunks with headings and subheadings.   The relationships among categories of information are clear. | Some headings divide up the information.   The organization of content does not always make clear the relationships among categories of information. | Headings are infrequent, too frequent, or do not divide the content into useful chunks.  The relationships among categories are confusing. |  |
| Voice: Audience | My Web site connects with the audience by addressing an important and interesting topic, by discussing it in an interesting and engaging way, and by anticipating and answering the readers’ questions. | I keep my Web site up to date, and I address different perspectives on the topic. I connect with my readers by explaining why the topic is important. I try to answer readers’ questions. | My Web site presents primarily only one aspect of the topic. I rarely update my site. The topic of the Web site may be important to a few people, but I make no effort to explain why others should be interested. | My Web site does not present enough information for readers to form reasonable opinions about the topic. The topic is of little importance to people other than me. |  |
| Voice: Tone | The tone of my site reflects authority and credibility.   The Web site speaks respectfully to the audience by providing reasons why the topic and the information presented is important to know. | The tone of my site reflects sufficient knowledge of the subject.   The Web site explains reasons why the topic is important. | The tone of my site reflects some knowledge of the subject.   The Web site attempts to explain why the topic is important. | The tone of my site reflects little knowledge of the subject.   The Web site gives no reasons why readers should care about the topic. |  |
| Voice: Author’s Commitment | My Web site reflects my sincere commitment to and interest in the topic. | My Web site reflects my interest in the topic. |  | My Web site seems to show that I am not particularly interested in the topic. |  |
| Word Choice | The language on my site is precise, specific, and accurate. I use powerful and interesting words to create memorable pictures in readers’ minds. I avoid technical or subject-specific terms, if possible, and define them when necessary. | The language on my site is generally accurate. I use interesting words to engage readers, and I define important technical terms. | The language on my site is sometimes vague, general, or not descriptive. I sometimes do not define technical terms. | The language on my site is general and predictable. I do not define technical terms. |  |
| Sentences | My sentences are short and easy to understand. My sentences have a variety of interesting beginnings and structures. I use sentence fragments to enhance interest and meaning. | Most of my sentences are short and easy to understand. My sentences have some variety in beginnings and structures. |  | My sentences are confusing and predictable. |  |
| Transitions | The writing on my site has rhythm and sounds effortless when read out loud. | The writing on my site has rhythm. | The writing on my site sometimes sounds choppy and awkward. | The writing on my site is choppy and unconnected. |  |
| Conventions | The spelling, punctuation, and capitalization on my site are correct. I use Standard English throughout my site, except where nonstandard usage enhances meaning. I effectively manipulate the conventions of spelling, punctuation, and Standard English to enhance meaning and style. | The spelling, punctuation, and capitalization on my site are generally correct, and no errors detract from what I am trying to say. I use Standard English throughout the writing. | Occasional errors in spelling, punctuation, and capitalization detract from meaning. I sometimes use non-Standard English in ways that detract from what I am trying to say. | I make so many errors in conventions that my site is difficult to understand. |  |
| Total |  |  |  |  |  |